

## AMENDMENTS TO THE CLAIMS

This listing of Claims shall replace all prior versions, and listings, of claims in the application:

### LISTING OF CLAIMS:

1. (Currently Amended) A method for an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, the method comprising:
  - accessing a Web page out of a plurality of Web pages of an e-commerce Web site;
  - submitting log in information to the Web site to enable editing thereof;
  - invoking a web page editor having a graphical user interface for editing the Web page;
  - selecting an item on the Web page to modify;
  - editing the item on the Web page;
  - submitting the edited item ~~on~~ to the Web site; and
  - receiving an updated version of the Web page to view and verify the edited item.
2. (Previously Presented) The method of Claim 1, further comprising logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site.
3. (Previously Presented) The method of Claim 2 further comprising logging out of the Web site prior to receiving the updated version of the Web page.

4. (Previously Presented) The method of Claim 1, wherein the management user interface is implemented with a web browser.

5. (Previously Presented) The method of Claim 1, further comprising viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updating version of the Web page.

6. (Previously Presented) The method of Claim 1, further comprising:  
submitting a first log in information to obtain a first privilege level for editing the Web page; and  
submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level.

7. (Previously Presented) The method of Claim 1 further comprising generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained.

8. (Currently Amended) An apparatus for implementing an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, the apparatus including a computer system having a processor for executing computer readable instructions, which when executed cause the computer system to implement a method comprising:

accessing a Web page out of a plurality of Web pages of an e-commerce Web site;

submitting log in information to the Web site to enable editing thereof;

invoking a web page editor having a graphical user interface for editing the Web page;

selecting an item on the Web page to modify;

editing the item on the Web page;

submitting the edited item to the Web site; and

receiving an updated version of the Web page to view and verify the edited item.

9. (Previously Presented) The apparatus of Claim 8, further comprising logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site.

10. (Previously Presented) The apparatus of Claim 9 further comprising logging out of the Web site prior to receiving the updated version of the Web page.

11. (Previously Presented) The apparatus of Claim 8, wherein the management user interface is implemented with a web browser.

12. (Previously Presented) The apparatus of Claim 8, further comprising viewing the updated version of the Web page using a web browser to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updated version of the Web page.

13. (Previously Presented) The apparatus of Claim 8, further comprising:  
submitting a first log in information to obtain a first privilege level for editing the Web page; and  
submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level.

14. (Previously Presented) The apparatus of Claim 8 further comprising generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained.

15. (Currently Amended) A computer readable media having computer readable instructions for implementing a method for implementing an e-commerce storefront management user interface to enable efficient updating of the Web pages of the storefront, which when executed by a processor of a computer system cause the computer system to implement:

accessing a Web page out of a plurality of Web pages of an e-commerce Web site;

submitting log in information to the Web site to enable editing thereof;

invoking a web page editor having a graphical user interface for editing the Web page;

selecting an item on the Web page to modify;

editing the item on the Web page;

submitting the edited item to the Web site; and

receiving an updated version of the Web page to view and verify the edited item.

16. (Previously Presented) The computer readable media of Claim 15, further comprising logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site.

17. (Previously Presented) The computer readable media of Claim 16 further comprising logging out of the Web site prior to receiving the updated version of the Web page.

18. (Previously Presented) The computer readable media of Claim 15, wherein the management user interface is implemented with a web browser.

19. (Previously Presented) The computer readable media of Claim 15, further comprising viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updated version of the Web page.

20. (Previously Presented) The computer readable media of Claim 15, further comprising:

submitting a first log in information to obtain a first privilege level for editing the Web page; and

submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the

first privilege level for modifying a greater number of items of the Web page than the first privilege level.

21. (Previously Presented) The computer readable media of Claim 15 further comprising generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained.